

The DEPARTMENT of COMMUNITY PLANNING & DEVELOPMENT
City Hall, Lynchburg, VA 24504

To: Planning Commission
From: Sign Committee
Date: January 22, 2004
RE: Sign Ordinance Revisions

The City's sign ordinance is over twenty-five years old. Numerous citizens, developers, and business owners have expressed interest, over the years, in revisiting our ordinance. They would like it to be more in keeping with the ordinances of certain other localities in Virginia.

Last year, upon the completion of the Comprehensive Plan update, City Council directed staff to form a sign committee and present a revised ordinance to the Planning Commission and City Council. In May 2003, this committee was formed accordingly. We met every month, researching other city ordinances, visiting with their zoning officials, and using this information to rewrite our ordinance.

Attached, please find a chart which lays out the basics of our current sign ordinance and the proposed ordinance. On Wednesday, January 28, 2004, staff and the members of the Sign Committee will present our work for you to discuss. We will have illustrations at the meeting in order that Commissioners better understand the issues.

Feel free to call Rachel Flynn (455-3902) or Tom Martin (455-3909) if you have any questions between now and Wednesday. We look forward to this important discussion.

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
TEMPORARY SIGNS RC, R1, R2, R3, R4, R5 <i>EXISTING ORDINANCE</i>	32 SF		8' setback from street line		One per street abutment	No	Display period limited to sixty days. Banner must be removed for thirty days before the next display period is permitted.
TEMPORARY SIGNS RC, R1, R2, R3, R4, R5 <i>PROPOSED ORDINANCE</i>	No portable trailer signs or reader boards. Banners only, as follows: 24 SF on street or 32 SF on building		8' setback from property line		<i>no changes</i>	<i>no changes</i>	May be displayed four times per calendar year. Each display period limited to thirty days. Banner must be removed for thirty days before the next display period is permitted.
TEMPORARY SIGNS (B1-B6) <i>EXISTING ORDINANCE</i>	32 SF		8' setback from street line		One per street abutment	No	Display period limited to sixty days. Banner must be removed for thirty days before the next display period is permitted.
TEMPORARY SIGNS (B1-B6) <i>PROPOSED ORDINANCE</i>	No portable trailer signs or reader boards. Banners only, as follows: 24 SF on street or 32 SF on building		8' setback from property line		<i>no changes</i>	<i>no changes</i>	May be displayed four times per calendar year. Each display period limited to thirty days. Banner must be removed for thirty days before the next display period is permitted.
TEMPORARY SIGNS (I1-I3) <i>EXISTING ORDINANCE</i>	32 SF		8' setback from street line		One per street abutment	No	Display period limited to sixty days. Banner must be removed for thirty days before the next display period is permitted.
TEMPORARY SIGNS (I1-I3) <i>PROPOSED ORDINANCE</i>	No portable trailer signs or reader boards. Banners only, as follows: 24 SF on street or 32 SF on building		8' setback from property line		<i>no changes</i>	<i>no changes</i>	May be displayed four times per calendar year. Each display period limited to thirty days. Banner must be removed for thirty days before the next display period is permitted.

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
PERMANENT SIGNS in RC, R1, R2, R3, R4, R5 <i>EXISTING ORDINANCE</i>	Ground: 1 SF Wall: 1 SF				One per street abutment	No	Club, lodge, community center signs - 4 SF Church and school signs - 18 SF
PERMANENT SIGNS in RC, R1, R2, R3, R4, R5 <i>PROPOSED ORDINANCE</i>	<i>no changes</i>				<i>no changes</i>	<i>no changes</i>	Same as above plus directional off-site sign
B1 <i>EXISTING ORDINANCE</i>	Ground: 40 SF Wall: 40 SF Sign for group of buildings 40 SF + 9 SF for each additional tenant - maximum 72 SF	15 feet	2 foot setback	Wall, no roof mounted	One ground and/or one wall sign per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light. No neon permitted	Separate letters for a business may be on top side of a marquee or top side of wall. Letters not over 24"
B1 <i>PROPOSED ORDINANCE</i>	Ground: 18 SF Wall: 24 SF Sign for two or more businesses/buildings 18 SF + 4 SF for each additional tenant above 2 Maximum 32 SF	10 feet	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>
B2 <i>EXISTING ORDINANCE</i>	Ground: 60 SF Wall: 25 SF + 1 SF per linear foot of wall - maximum 100 SF Sign for group of buildings 60 SF + 12 SF for each additional tenant - maximum 108 SF	15 feet	2 foot setback	Wall, no roof mounted	One ground and/or one wall per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light. No neon permitted	Separate letters for a business may be on top side of a marquee or top side of wall. Letters not over 24"
B2 <i>PROPOSED ORDINANCE</i>	Ground: 18 SF Wall: 24 SF Sign for two or more businesses/buildings 18 SF + 4 SF for each additional tenant above 2 Maximum 32 SF	10 feet	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
B3 <i>EXISTING ORDINANCE</i>	Ground: 100 SF Wall: 50 SF + 2 SF per linear foot of wall - no maximum SF Sign for area as a whole (shopping center, etc) 150 SF	24 feet		Wall, no roof mounted	One ground and/or one wall sign per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light. No neon permitted	Separate letters for a buisness may be on top side of a marquee or top side of wall. Letters not over 24"
B3 <i>PROPOSED ORDINANCE</i>	Ground: 50 SF 66 SF w/ reader board. Reader board max. 22 SF and must be attached to sign Wall: < 200' from street: 25' + 1SF per LF > 200' from street: 25' + 2SF per LF 50 SF bonus if bldg width > 40' Wall maximum - 100SF Business/ Shopping centers > 100,000 SF: 100,000 - 200,000 SF center: 75 SF + 16 SF reader board > 200,000 SF center: 100 SF + 16 SF reader board	15 feet		<i>no changes</i>	<i>no changes</i>	Same as above with the following exception: Neon only permitted in channel enclosures	Same as above plus the following: Poles signs to have skirt around pole. Color of skirt to be coordinated with sign and/or building, whichever creates a more harmonious look on the streetscape. New shopping centers to have unified and coordinated wall signs.
B4 <i>EXISTING ORDINANCE</i>	Ground: 100 SF Wall: 50 SF + 2 SF per linear foot of wall - no maximum SF Sign for area as a whole (shopping center, etc) 150 SF	24 feet		Wall, no roof mounted	One ground and/or one wall per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light. No neon permitted	No sign shall project more than 15" beyond face of building
B4 <i>PROPOSED ORDINANCE</i>	Ground: 32 SF monument signs only @ 7' ht. Wall: Buildings 1-5 stories: 50 SF. For each add'l story: sign may increase 20% per story. Individual letters only, no roof mount, signs painted on storefront window(s) or inside store (within 1' of window) count toward SF requirements.	7 feet		<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	No sign shall project more than 3' beyond face of building Address/ID sign - 4SF does not count toward wall or ground sign All sign designs must be approved by Planning Division with appeal permitted to Design Review Board.

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
B5 <i>EXISTING ORDINANCE</i>	Ground: 100 SF Wall: 50 SF + 2 SF per linear foot of wall - no maximum SF Sign for area as a whole (shopping center, etc) 150 SF	24 feet		Wall, no roof mounted	One ground and/or one wall sign per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light. No neon permitted	Separate letters for a buisness may be on top side of a marquee or top side of wall. Letters not over 24"
B5 <i>PROPOSED ORDINANCE</i>	Ground: 50 SF 66 SF w/ reader board. Reader board max. 22 SF and must be attached to sign Wall: < 200' from street: 25' + 1SF per LF > 200' from street: 25' + 2SF per LF 50 SF bonus if bldg width > 40' Wall maximum - 100SF Business/ Shopping centers > 100,000 SF: 100,000 - 200,000 SF center:	15 feet		no changes	no changes	Same as above with the following exception: Neon only permitted in channel enclosures	Same as above plus the following: Poles signs to have skirt around pole. Color of skirt to be coordinated with sign and/or building, whichever creates a more harmonious look on the streetscape. New shopping centers to have unified and coordinated wall signs.
B6 <i>EXISTING ORDINANCE</i>	75 SF + 16 SF reader board > 200,000 SF center: 100 SF + 16 SF reader board	Letters and symbols maximum 12" height	No free standing signs	Wall, no roof mounted	One per street/parking lot abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light. No neon permitted	No sign shall project more than 4' beyond face of building
B6 <i>PROPOSED ORDINANCE</i>	Ground: 32 SF monument signs only @ 7' ht. Wall: Buildings 1-5 stories: 50 SF. For each add'l story: sign may increase 20% per story Individual letters only, no roof mount, signs painted on storefront window(s) or inside store (within 1' of window) count toward SF requirements.	7 feet	Free standing signs permitted if a monument sign @ 7' height max.	no changes	no changes	no changes	No sign shall project more than 3' beyond face of building Address/ID sign - 4SF does not count toward wall or ground sign All signs must be approved by Planning Division with appeal permitted to Design Review Board.

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